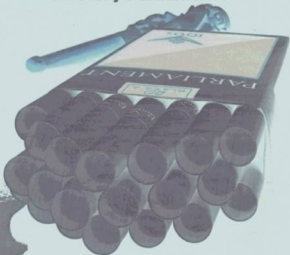


LEO BURNETT COMPANY, Inc.

Ad No. 204 (See down Pack & Holder) - Reg. No. 79127-1 Page-A.C. Stand - 4 1/4 x 11 1/4 in. - National Magazine, 1971 (A)
Printed in U.S.A.

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there's a cigarette holder
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look at it this way.

You're looking at 30 cigarette holders.

Each filter is recessed—neatly rucked inside, so you don't taste the filter. Just the good, clean flavor.

Try a Parliament cigarette holder. You'll see what we mean.

King Size and
Charcoal too's.



**It works like a
cigarette holder
works.**

Kings 8 mg. "tar", 1.0 mg. nicotine

10's 9 mg. "tar", 1.1 mg. nicotine av. per cigarette, FTC Report Nov. '70



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